

**CONTRACT**

**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>135209 / 1       |   | <u>Alt Order #</u><br>08314220                         |
| <u>Product</u><br>SMP ADD TO SKED              |   |  |
| <u>Contract Dates</u><br>07/05/16 - 07/11/16   |   | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>ISS/Senate Majority PAC-A |   | <u>Original Date / Revision</u><br>06/28/16 / 07/12/16 |
| <u>Billing Cycle</u><br>EOM/EOC                | <u>Billing Calendar</u><br>Broadcast            | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WHIO-TV                     | <u>Account Executive</u><br>Philadelphia CoxRep | <u>Sales Office</u><br>CoxReps Philad                  |
| <u>Special Handling</u>                        |   |  |
| <u>Demographic</u><br>Households               |   |  |
| <u>Agency Code</u><br>TV14573                  | <u>Advertiser Code</u>                          | <u>Product 1/2</u>                                     |
| <u>Agency Ref</u><br>6686                      |   | <u>Advertiser Ref</u><br>13916                         |

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

| *Line | Ch   | Start Date        | End Date        | Description           | Start/End Time   | Days | Length | Spots/Week        | Rate        | PCode | Rtn | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-----------------------|------------------|------|--------|-------------------|-------------|-------|-----|------|-------|------------|
| 1     | WHIO | 07/05/16          | 07/11/16        | M-F 10a-11a           | 10:00 AM-11:00 A |      | :30    |                   |             | P-02  |     | NM   | 2     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 2                 | \$500.00    |       |     |      |       |            |
| 2     | WHIO | 07/05/16          | 07/11/16        | Stephen Colbert       | 11:35 PM-12:37 X |      | :30    |                   |             | P-02  |     | NM   | 1     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$500.00    |       |     |      |       |            |
| 3     | WHIO | 07/05/16          | 07/11/16        | Late Late Show: Cord  | 12:37 XM-1:35 XM |      | :30    |                   |             | P-02  |     | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$350.00    |       |     |      |       |            |
| 4     | WHIO | 07/05/16          | 07/11/16        | Daybreak Edition 430a | 4:30 AM-4:59 AM  |      | :30    |                   |             | P-02  |     | NM   | 3     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 3                 | \$250.00    |       |     |      |       |            |
| 5     | WHIO | 07/05/16          | 07/11/16        | Daybreak Edition 5a   | 5:00 AM-5:30 AM  |      | :30    |                   |             | P-02  |     | NM   | 1     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$700.00    |       |     |      |       |            |
| 6     | WHIO | 07/05/16          | 07/11/16        | Daybreak Edition 530a | 5:30 AM-6:00 AM  |      | :30    |                   |             | P-02  |     | NM   | 2     | \$1,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 2                 | \$800.00    |       |     |      |       |            |
| 7     | WHIO | 07/05/16          | 07/11/16        | NewsCenter 7 530p     | 5:30 PM-6:00 PM  |      | :30    |                   |             | P-02  |     | NM   | 1     | \$1,850.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$1,850.00  |       |     |      |       |            |
| 8     | WHIO | 07/05/16          | 07/11/16        | NewsCenter 7 6p       | 6:00 PM-6:30 PM  |      | :30    |                   |             | P-02  |     | NM   | 1     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$2,000.00  |       |     |      |       |            |
| 9     | WHIO | 07/05/16          | 07/11/16        | Daybreak Edition 6a   | 6:00 AM-7:00 AM  |      | :30    |                   |             | P-02  |     | NM   | 1     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$1,500.00  |       |     |      |       |            |
| E 10  | WHIO | 07/05/16          | 07/11/16        | M-F 7p-730p           | 7:00 PM-7:30 PM  |      | :30    |                   |             | P-02  |     | NM   | 0     | \$0.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 07/05/16          | 07/11/16        | MTWTF--               |                  |      |        | 1                 | \$500.00    |       |     |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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| <b>Advertiser</b><br>ISS/Senate Majority PAC- |  | <b>Estimate #</b><br>06/28/16 / 07/12/16 |

| *Line    | Ch          | Start Date        | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | PCode | Rtn | Type        | Spots | Amount      |
|----------|-------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------|-----|-------------|-------|-------------|
|          |             |                   |                   |                    |                       |                 |               |                   |                     |       |     |             |       |             |
|          |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |       |     |             |       |             |
|          | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         |       |     | <u>Type</u> |       |             |
|          | 1           | WHIO              | 07/05/16-07/11/16 | M-F 7p-730p        | 7:00 PM-7:30 PM       | MTuWThF----     | :30           |                   | <del>\$500.00</del> |       |     | NM          |       |             |
| Credited |             |                   |                   |                    |                       |                 |               |                   |                     |       |     |             |       |             |
| 11       | WHIO        | 07/05/16          | 07/11/16          | CBS This Morning   | 7:00 AM-9:00 AM       |                 | :30           |                   | P-02                |       |     | NM          | 1     | \$1,250.00  |
|          |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |       |     |             |       |             |
| Week:    |             | 07/05/16          | 07/11/16          | MTWTF--            |                       |                 |               | 1                 | \$1,250.00          |       |     |             |       |             |
| 12       | WHIO        | 07/05/16          | 07/11/16          | M-F 9a-10a         | 9:00 AM-10:00 AM      |                 | :30           |                   | P-02                |       |     | NM          | 2     | \$800.00    |
|          |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |       |     |             |       |             |
| Week:    |             | 07/05/16          | 07/11/16          | MTWTF--            |                       |                 |               | 2                 | \$400.00            |       |     |             |       |             |
|          |             |                   |                   |                    |                       |                 |               |                   |                     |       |     |             |       |             |
| Totals   |             |                   |                   |                    |                       |                 |               | 0.00              |                     |       |     |             | 16    | \$12,300.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 06/27/16 - 07/11/16 | 16         | \$12,300.00  | (\$1,845.00) | \$10,455.00 |
| <b>Totals</b>       | 16         | \$12,300.00  | (\$1,845.00) | \$10,455.00 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 8314220 TRF# 135209 REP: TEL# 610-293-4100 FAX# 610-225-1191  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG10/16 12.23  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* \*\*WHIO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/SENATE MAJORITY PAC REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME DAVID OUTEN  
3050 K STREET NW - SUITE 100 SALES PRSN PH- NICK WELTE  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 8314220 CLASS: NATL. LOCAL REGIONAL  
PRDCT SMP ADD TO SKED EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES JUL5/16 JUL11/16 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG10/16 12.23

REP: TO DEANNA  
FE JARED  
OK'D M1 FOR CREDIT  
RVSD TOTAL \$12300  
PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM SENATE MAJORITY PAC ADD TO SKED

| :LINE#   | :REP | :CD | :TIME PERIOD | :LGTH | :SEC | :RATE    | :START DATE | :END DATE | :SPTS/WK | :WEEK INVT | :DAYS  | :TOTL SPTS                                |
|--|------|-----|--------------|-------|------|----------|-------------|-----------|----------|------------|--------|---|
| 10   | ES   |     | 700P-730P    | 30    |      | \$500.00 | 7/5         | 7/11      | 0        |            | TU-F,M | 0   |
| PROGRAM : WHEEL OF FORTUNE<br>CREDIT TAKEN FOR 1 SPOT(S) MISSED JUL8<br>STATION MAKEGOOD OFFERS:<br>M1 OK'D BUY#10 MISSED:TU-F,M/700P-730P JUL8 30S \$500.00 (JUL12/16)<br>OFFER: NONE<br>CMT:SPOT NA PLEASE CREDIT AND MOVE \$ TO ACTIVE CONTRACT |      |     |              |       |      |          |             |           |          |            |        |   |
| JUL/16   |      |     | 12300.00     |       |      |          |             |           |          |            |        | CONTRACT TOTAL 12300.00<br>TOTAL SPOTS 16 |

MARKET TOTALS \$23,272 WHIO 55% WDTN 19% WKEF 6% WRGT 14% CABL 0% WBDT 6%  
SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE